

Simon Fictorie

MSc. Industrial Design Engineer

Design Thinking | Packaging design | Product development | 3D modeling | Consultancy
Interaction design | Behaviour change | LCA

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Portfolio

www.fictoriedesign.nl



Summary

Creative-minded designer with a strong analytical character and natural interest in exploring and unravelling complex (design) problems or challenges. I derive pleasure from “lightbulb” moments that arise during the search for the best solution to a given problem and are facilitated by a thorough foundation in “design thinking”. My extraverted and open character go hand in hand with my curiosity towards people and psychology, aiding me in realizing a user-centered approach to design. A natural eye for detail, obtained knowledge on beta subjects, and experience in a variety of modelling & rendering tools, provide me with the capacity to generate and realize functional and feasible solutions to problems. Among my skillset are the following tools:

3D modeling & rendering

- Solidworks
- Autodesk Fusion 360
- Siemens NX
- Keyshot

Graphic design

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Sketchbook

Other software

- Gabi LCA
 - Microsoft office
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Education

Master, Industrial Design Engineering

University of Twente, Sept 2013 - Jul 2018 (graduated)

- Specialication in user-centered design approach
- Basics in branding
- Acquiring experience in Packaging design and Life Cycle Analysis (LCA)

Bachelor, Industrial Design

University of Twente, Sept 2018 - Jul 2021 (graduated)

- Design thinking (approach to problem-solving)
- Concept visualisation & realization (3D modeling & rendering, sketching, technical drawing)
- Project-oriented assignments (multidisciplinary).

Work Experience

Designer - Master assignment

Municipality Utrecht, Jan 2020 - Jan 2021

A project with the aim to design ways to promote social interaction and physical activity in the public space of the city of Utrecht by implementing nature in a creative manner. [Fictoriedesign.nl/hemelblauw](https://fictoriedesign.nl/hemelblauw)

- Designing a concept for the public space of Utrecht’s station area to facilitate behaviour change.
- Independently and successfully completing a design project, encompassing the entire journey from problem definition to viable concept.

Designer - Bachelor assignment

Fysiotape, May 2017 - Aug 2017

In a three-month time period, I delivered a production-ready fitness/physiotherapeutic product. The design was grounded on requirements that were derived from research, surveys, market research, and target group analysis. Conceptualization through 3D modeling tools and further detailing by consideration of production methods resulted in a feasible product that satisfied the wishes of the company. [Fictoriedesign.nl/foamroller](https://fictoriedesign.nl/foamroller)

Bartender

De Kelder, De Beiaard groep Enschede, Apr 2015 - Aug 2017

Swapfiets service provider

Swapfiets, Utrecht, Feb 2019 - now